

What have we heard them say?
What can we imagine them saying?

Says

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



"what makes these top channels so successful?"

"i need to find a unique angle for my channel to attract more viewers"

"I wish I could have a YouTube channel as successful as [specific channel]."

"It's challenging to stand out in such a saturated market."cccessful as [specific channel]."

"how can i increase my subscriber count and engagements?"

"It's challenging to stand out in such a saturated market."cccessful as [specific channel]."



subscribers galore:exploring
► world's top youtube channels

excited about the idea of growing a large subscriber base

frustrated by the lack of visibility and slow growth

inspired when seeing creative and innovative content from top channels

engages with other youtubers in online communities to share experiences

watches youtube tutorials on improving video quality and editing skills

experiments with different content ideas and formats to see what respnates with the audience

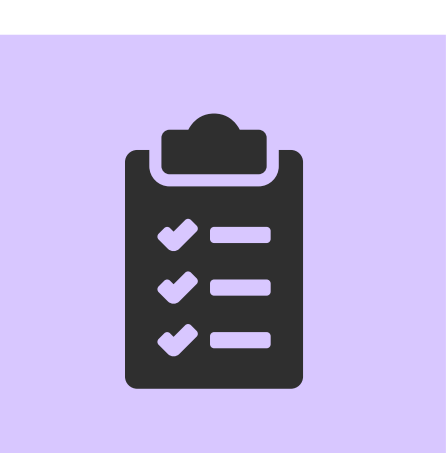
Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?



[See an example](#)